What is claimed is:

1. A method for a system including a first store with a shelf, the method comprising the step, performed in the first store, of:

detecting a first product purchased by a customer,

wherein the method further includes

displaying an amount for a second product, from the shelf, depending on the detecting step.

2. The method of claims 1 wherein the business entity that supplies the second product is different from the business entity that supplies the first product.

3. The method of claim 1 wherein the business entity that supplies the second product is the same as the business entity that supplies the first product.

4. The method of claim 1 wherein the system further includes a plurality of portable cards, and the method further includes

sending a first signal to a card in the plurality of portable cards, responsive to the detecting step.

5. The method of claim 1 wherein the system further includes a plurality of portable

cards, and the method further includes

displaying the amount includes displaying responsive to a first signal on a card in the plurality of cards.

6. The method of claim 5 further including

receiving a second signal corresponding to a product selected for purchase; and

determining an amount due depending on whether the second signal corresponds to a first signal on the card.

7. The method of claim 5 further including selectively sending a second signal further depends on a value of the first signal.

8. The method of claim 5 further including

selectively sending a second signal to the card, depending on whether the first and second signals correspond to a common company.

9. The method of claim 8 wherein selectively sending a second signal further depends on a value of the first signal.

10. The method of claim 5 further including

modifying the first signal; and

sending the modified signal to the card.

11. A system for operating with a first store having a shelf, the system comprising:

a detector that detects a first product purchased by a customer, to generate a first signal; and

a display supported by the shelf, the display acting to display an amount for a second product, responsive to the first signal.

12. The system of claim 11 further including a housing; and a card reader in the housing, wherein the display is in the housing.

13. The system of claims 11 wherein the business entity that supplies the second product is different from the business entity that supplies the first product.

14. The system of claim 11 wherein the business entity that supplies the second product is the same as the business entity that supplies the first product.

15. The system of claim 11 further including a sender that transfers a first signal to a card in a plurality of portable cards, responsive to the detecting step.

16. The system of claim 11 wherein the display is responsive to a first signal on a card in the plurality of cards.

17. The system of claim 16 further including

a receiver that receives a second signal corresponding to a product selected for purchase; and

a determiner that determines an amount due depending on whether the second signal corresponds to a first signal on the card.

18. The system of claim 16 further including

logic for selectively sending a second signal to the card, depending on whether the first and second signals correspond to a common company.

19. The system of claim 18 wherein the logic includes a comparator responsive to a value of the first signal.

20. A system for operating with a first store with a shelf, the system comprising:

means for detecting a first product purchased by a customer; and

means for displaying an amount for a second product, from the shelf, depending on the detecting step.

21. The system of claims 20 wherein the business entity that supplies the second product is different from the business entity that supplies the first product.

22. The system of claim 20 wherein the business entity that supplies the second product is the same as the business entity that supplies the first product.